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Token male: the best under-marketed brands of 2009

The biggest budget doesn't always signify the best product: here are Token male's favourite under-marketed brands of 2009

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Good advertising's fiendish alchemy is to persuade us that purchasing a branded product is a way of expressing ourselves. Apple = intelligent nonconformist, D&G = sexy so-and-so, Range Rover = rugged explorer type, etc.

It's men, apparently, who are particularly partial to identifying a brand they relate to. According to a survey of 1,498 ABC1 males aged 18-49 for the GQ Trend Report, 67 per cent agreed with the statement: "If I find a brand I like, I tend to buy mostly that brand." And Brandweek magazine once declared: "Brands are the express checkout for people living their lives at ever increasing speed." Yet if a year of writing this column has taught me one thing (apart from the best way to remove nasal hair), it's that the biggest marketing budget doesn't always signify the best product. So here are my favourite brands of 2009.

Shaving: Edwin Jagger ([edwinjagger.com](#)) is a family-run Sheffield company that makes beautiful shaving gear. Learn how to use one of its old-fashioned safety razors (from £44) and, over the years, you'll save yourself a fortune.

Aftershave: Anglia Perfumery ([anglia-perfumery.com](#)) is an English company whose fragrances date back to 1900. Choose one and be both subversive and wonderfully scented.

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